200-0207-1956 AN-126

Peninsula News

The Only Newspaper 100 Percent Interested in San Diego's Peninsula Area. Serving 60,000 Population in Ocean Beach-Point Loma-Loma Portal-Midway

No. 10—Thirty-seventh Year. Ocean Beach, San Diego 7, California | Thursday, December 27, 1956 | Phones: AC-3-3156 - AC-3-3157 | Ten Cents a Copy | EIGHT PAGES

READ BY MORE THAN
15,000
LOCAL FAMILIES
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HERE'S the POINT!

By SPENCE HELD

A fella wearing a sweatshirt was hotfooting it down the sidewalk crowded with Christmas shoppers when he suddenly became aware of a piece of paper stuck to the sole of his shoe.

He stopped and tried to scrape if off. No luck. Finally, impatient, he tried to kick it loose.

His shoe flew high in the air . . . He hopped across the sidewalk on the other foot and retrieved his shoe sheepishly while women with bundles paused, smiling.

* * *

Yeah, and my spy Sigafoos says he became a little confused when he walked into the Pacific Shores and saw a lighted Christmas tree hanging upside down from the ceiling.

When he came out awhile later he glanced at the tree and it seemed more natural in that position.

* * *

Comes now the '57 Rose Bowl, unique in that the teams already have met during the regular football season.

Iowa beat Oregon State 14-13, so how do you figure next Tuesday's clash?

Chances are it won't be that close although I wouldn't bet on it. Last Jan. 2, in the game between UCLA and Michigan State, the score was 14-14 with a minute to go.

Then the officials took over and decided the issue in favor of Michigan State with a series of weird penalties that gave the visitors an opportunity to kick a field goal and leave the Bowl with a 17-14 decision.

Throwing out that televised robbery, committed with a gun loaded with blanks, my annual advance alibi for the Pacific Coast team reads something like this:

It's no treat for USC or UCLA players to walk across the street, roughly speaking, to the Rose Bowl. Or for Cal and Stanford to play there, in view of the fact they draw most of their talent from Southern California.

The Big Ten team has the incentive of a trip to "glamorous Hollywood" to spur its post-season drudgery on the practice field.

But now that Oregon State has cracked the California monopoly, what happens to my alibi?

Nothing — most of the first-string players on the Oregon State team are from the L.A. area. Something like 25 members of their squad, in fact.

So I'll watch it on TV as usual, hoping for the best but expecting the worst.

And if the Hawkeyes win I can always claim to be an old Iowan, anyhow.

GEYSER—This is what happened at Muir Ave. and Venice St. Dec. 19 when a driverless truck rolled down the hill and hit a fire plug. "Old Faithful" spouted 10 or 12 feet high; the truck went over the embankment at the left and landed on its nose.—Rex & Ann Langdon photo.

Resident Suggests 'Danger' Signs In Sunset Cliffs Area

Editor: Nothing can be done about controlling beautiful and dangerous Sunset Cliffs. What the sea gives, it eventually takes back, and the cliffs belong to the changing ocean.

Sandstone, the material which formed the cliffs, is extremely erosible. When I came to Ocean Beach 19 years ago, a walk extended along the length of the beautiful vista. Where has it gone? A battering tide, a heavy rain, and great chunks of the sandstone fall away. Such damage has been extended to the highway. Note several places where fences have been placed over deep gullies.

The only thing that can be accomplished, in my humble opinion, is to place danger signs across the area and by constant publicity in our local publications, warn everyone to remain away, especially those who, new to our city, do not consider the many dangers Lovely to look at, a menace to approach too closely, the ever-changing Sunset Cliffs belong to the sea, and what the ever-changing waters give, they take away.

MARIAN KRETTLER
Ocean Beach

CABRILLO—Officers of the Cabrillo Savings & Loan Association, newest financial institution in the Ocean Beach area, are shown here. Left to right are Harry La Dou, secretary-treasurer; Clair W. Burgener, president; Max B. Hargis, executive vice president and manager, and Keith Carlin, vice president.

☆ ☆ ☆

Cabrillo Savings & Loan Opens

A two-day open house program marking the formal opening of the Cabrillo Savings and Loan Association, 4994 Newport Ave., is scheduled to begin this Friday, according to Max B. Hargis, executive vice president and manager of the new beach-area financial institution.

A feature of the open house program will be special exhibits of early-day photographs of the Ocean Beach-Point Loma area, Hargis said. Refreshments will be provided at the new savings and loan firm all day Friday and Saturday. There also will be gifts for youngsters, Hargis added. Hours for the open house program are from 9 a.m., until 9 p.m., on Friday, and from 9 a.m., until 3 p.m., on Saturday.

Local Organization

"The Cabrillo Savings and Loan Association is a real San Diego firm. Directors and stockholders are longtime residents of this area," Hargis explained.

Clair W. Burgener, city councilman and former vice mayor of San Diego, is president and a director of the organization.

In commenting upon esablishment of the firm, Burgener explained, "The need for a new savings and loan association in the Ocean Beach area has been obvious since this booming area began its rapid growth following World War II. The Cabrillo Savings and Loan Association has been in the planning stage for nearly two years and now is ready to provide efficient, reliable services tailored to the needs of the people in the beach areas and in other fast-growing sections of San Diego."

"Establishment of the Cabrillo Savings and Loan Association was made possible only because of the confidence the officers, directors, and stockholders have in the future of San Diego. These business men and women have backed this confidence in our community by helping establish this new financial institution," Burgener added.

Central Location

Keith Carlin, former deputy attorney general for California and vice president of the Cabrillo Savings and Loan Association, explained that the Newport Ave. site was selected for the new firm because of its central location.

"In the savings and loan business," he said, "The ease with which customers can reach the office often plays a vital part in speeding their important real estate transactions. That's why we selected this location in the center of the Ocean Beach business district."

Main office of the Cabrillo Savings and Loan Association will be at 4994 Newport Ave., in the building that formerly housed the Ocean Beach branch of the Bank of America. The two-story building has been completely remodeled for the savings and loan firm. The main office and lobby area is two stories high and has an open, beamed ceiling. A balcony overlooks the main floor and a new vault is being installed under the balcony. Office and vault area totals over 1,200 square feet.

Savings

The Cabrillo Savings and Loan Association will pay interest at the rate of 3½ per cent a year, according to Hargis. Savings transferred to the financial firm by the tenth of any month will earn interest from the first of that month and are insured up to $10,000 by the Federal Savings and Loan Insurance Corporation, he said. The new organization is a member of the Federal Home Loan Bank System.

Customers transferring funds to the Cabrillo Savings and Loan Association before January 10th will receive special pass books bearing "Charter Account" seals.

Escrow Service

Harry La Dou, prominent lumberman and past president of the Ocean Beach Chamber of Commerce, and a long-time beach-area resident, is secretary-treasurer and a director of the Cabrillo Savings and Loan Association. He reported that a complete escrow department will be among the facilities of the new organization. This department, he explained, will be staffed with experienced personnel and will be set up to provide rapid service.

In commenting upon the need for rapid loan and escrow service in present-day real estate transactions, La Dou declared, "The Cabrillo Savings and Loan Association will endeavor to give loan commitments either on the day on which the application is made, or at the latest on the next business day. In addition, our association will make inspections for building loan disbursements promptly."

Directors

In addition to the officers, directors of the savings and loan association include Edwin A. Mueller, a resident of San Diego County since 1913 and California State Inheritance Tax appraiser for San Diego County since 1931. Mueller served in the State Assembly from 1922 to 1925 and in the State Senate from 1926 through 1930.

Edward P. Silva, another director, and one of the leaders in the local tuna industry, is president of the American Tunaboat Association. A San Diego resident since 1927, Silva is part owner and a director of the Campbell Machine Co., and owns an interest in a number of tunaboats.

James E. Hervey, San Diego attorney, also is a member of the board of directors. A World War II veteran, Hervey practices law with his father, Edgar B. Hervey.

Another director, Vernon M. Brown, has played an important role in the local tuna industry. Active in marine insurance work since 1938, Brown has been an officer and director of the American Tunaboat Association.

Still another former officer of the American Tunaboat Association, Louis E. De Falco, is a director of the new savings and loan association. De Falco, a native Californian, has been active in the local grocery industry since 1932. President of a chain of supermarkets, De Falco is a past director of the San Diego Junior Chamber of Commerce.

A prominent local oral surgeon, Dr. Orlan K. Bullard, also is a member of the board. A resident of San Diego since 1910, Dr. Bullard was educated in local public schools and was graduated from the University of Southern California. He is a founder-member of the American Board of Oral Surgery.

Fred S. Leeds, ninth director of the association, came to San Diego in 1953 and opened an insurance brokerage firm. He was president of the Clairemont Insurance Agency and now is associated wtih the Franklin Insurance Service Corporation. Leeds, a native of Illinois, was one of the original owners and organizers of he Clairemont Shopping Center.

Hargis Named Manager

In announcing the appointment of M. B. Hargis as executive vice president and manager of Cabrillo Savings and Loan Association, Burgener declared, "We indeed are fortunate to have secured the services of Max Hargis. He's a veteran in the savings and loan business and I'm certain he will take an active part in local community affairs."

Hargis, an Army Air Force bomber pilot in World War II, is married and has two children. He and his family live at 1669 Catalina Blvd.

Prior to joining the Cabrillo Savings and Loan Association, Hargis managed the Temple City branch of the American Savings and Loan Association, of which he was vice president, and, in addition, served as chief appraiser for that organization.

Toy Collection Successful In Peninsula Area

On Monday evening, Dec. 17, Ocean Beach Lodge 1755, Loyal Order of Moose completed its "Operation Santa Claus,'" a local collection of new or undamaged toys.

Capt. Shultz and M/Sgt. Jerry Freeze of the Marine Corps Reserve, with pretty little Patti Thurman, "Miss Toys for Tots," were presented with more than 9500 toys collected in the Ocean Beach and Point Loma areas. (2600 were collected last year.)

This toy collection campaign is sponsored internationally by the Loyal Order of Moose and locally by the lodge to assist in the "Toys for Tots Campaign" of the Marine Reservists. The toys were turned over to the Salvation Army and then repaired and distributed to underprivileged children in the San Diego area.

Reg Mattson, lodge chairman, extended "the sincere thanks of the Moose Lodge to all who gave toys so generously, so that no child would be toyless on Christmas Day."

BEACHLER GRADUATES FROM ARMY SCHOOL

MURNAU,. GERMANY (AHTNC)—Pfc. James F. Beachler, son of Mr. and Mrs. Foster W. Beachler, 4436 Coronado Ave., recently was graduated from the Army's European Engineer School here.

Beachler completed the school's demolitions, mines and boobby traps course. The five-week course trained officers and enlisted men in laying and removing mines and booby traps and firing demolition charges on roads and bridges.

Camp Fire Girls Plan TV Show

Budding thespians from among Blue Bird and Camp Fire Girls groups, as well as Horizon Clubbers, will have their opportunity tomorrow to make a bid for a real TV role.

Tryouts will be held at the Franklin School, 4481 Copeland St., at 2 p.m. for parts in a Camp Fire television show to be seen Jan. 19 from 2 to 2:30 p.m., on Channel 8.

Miss Ruth Madsen, executive director of the Camp Fire Council, said: "Naturally we are limited as to the number of parts we can handle in the show, but we want every member of the San Diego County Council Camp Fire Girls to have an opportunity to try-out if she should so desire.'"

Three Point Loma High Graduates Have Parts In SDSC Musical Comedy

Three San Deigo State students from Pt. Loma have parts in the coming production of the musical comedy "On the Town," to be produced Jan. 11, 12, 18 and 19 at the Roosevelt Jr. High School auditorium, Park Blvd. and Upas Sts.

Produced by the college's Musical Comedy Guild, the show will open at 8:30 p.m. Humorous incidents revolve around three lonely sailors on a 24-hour pass in New York City. Their search for companions, especially Miss Turnstiles, pictured in a subway-leads them into amusing run-ins with such characters as a tough woman cabbie and a female anthropologist.

Loma Heitman, Hugo Soto and Frank Mendoza play New York characters. Miss Heitman, daughter of Mrs. Willamae Heitman, 1552 Locust St., is in the dancing chorus. A 1956 graduate of Pt. Loma High School, she is a freshman majoring in music. In high school she sang in the choir and madrigal group.

Soto, a sophomore in pre-law, has the role of a policeman. A 1955 graduate of Pt. Loma, he is the son of Mr. and Mrs. G. A. Covington, 3041 Evergreen St.

A 1953 graduate of Pt. Loma High School, Mendoza plays the part of a workman. He is a junior majoring in marketing.

In addition to a large cast there will be a dancing chorus and a student orchestra. Tad Anheier, who has designed sets for Starlight Opera for the past five years, is designing and constructing the scenery.

The script by Betty Comden and Adolph Green is based upon Leonard Bernstein's ballet, "Fancy Free." The show ran on Broadway in 1945 and was made into a movie.

Pasadena Parade To Start Earlier

A new starting time for the Tournament of Roses Parade in Pasadena New Year's Day was announced yesterday by Walter R. Hoefflin, Jr., chairman of the parade operations committee.

Moved 10 minutes earlier than in the past, the pageant will leave the starting post at Ellis and S. Orange Grove Ave. at exactly 9 a.m., Hoefflin reported.

"It will be opened by Trumpeter Calvin McClane on his beautiful white horrse, followed by a quartet of trumpeters who include Cloys McClane, Richard Friesen, Jerald Chase and Dennis Fisher.

Hoefflin said the Rose Parade would require two hours to pass any given point along the five-mile route.

The five heralds will be dressed in Spanish costumes, and their approacsh signifies the opening of the 68th annual Rose Parade,'" Hoefflin said.

Based on the theme, "Famous Firsts in Flowers," the parade will include 63 major floats, every inch of each of them decorated in fresh blossoms; 20 of the nation's outstanding bands; and 200 equestrians, resplendent in silver attire, astride the finest parade horses ever to appear in any parade.

Tasch Entry Wins Second Place In DecorationContest

Mr. and Mrs. George A. Tasch, of 1540 Chatsworth Blvd., won second place in the San Diego Christmas Home Decoration contest sponsored by the S. D. Junior Chamber of Commerce.

Their Nativity scene was pictured in last week's Peninsula News.

Third place was won by Harley F. Smart, of 4638 Alhambra St., another Peninsula resident.

Mrs. Evelyn Havens of 4691 E. Talmadge Dr., was awarded first place.

A total of 76 entries were received in the S. D. City contest.

Back The Attack This Weekend On Traffic Accidents

Residents of San Diego County can begin "Backing The Attack On Traffic Accidents" by driving with care and caution over the long New Year's week-end, DeGraf Austin, county-wide BACK THE ATTACK chairman, said today.

With traffic deaths setting records all across the country, 1957 becomes a year of decision as to what the American people will do to stop the senseless slaughter on our streets and highways, Austin pointed out. The answer lies with the people themselves, and involves additional self-discipline, and the demand for greater enforcement of traffic laws, stricter penalties for those who break the law and endanger others, and for long-range public education and information about safe driving and walking, Auston said.

BACK THE ATTACK ON TRAFFIC ACCIDENTS is a nation-wide campaign for 1957 designed to bring about greater public support for traffic safety. BACK THE ATTACK chairmen have been named in each of the incorporated cities in San Diego County and the campaign will be coordinated by the San Diego County Traffic Safety Council.

SLOGAN CONTEST

Peter J. Duffy, of 5054 Saratoga Ave., was last week's winner in the Peninsula News Booster Slogan Contest. His winning slogan and details of the weekly contest are on Page 6.

TEEN TOWNERS—At their Christmas dance in O. B. Community Center Dec. 20, Queen Penny Collins is being crowned by Jack Dawson, recreation leader. Barbara Ferrin is crowning King Mike Rudd. The dance contest was won by Judy Baker and Danny Banker.—Rex and Ann Langdon photo.

CABRILLO—Directors of the Cabrillo Savings & Loan Association are shown above. Left to right are James E. Hervey, Edward Silva, Fred S. Leeds, Clair W. Burgener (president), Dr. Orlan K. Bullard, Harry La Dou (secretary-treasurer), Vernon Brown, Louis De Falco and Edwin Mueller.

Alpha Xi Delta Party Set Friday

San Diego Alumnae Chapter of Alpha Xi Delta will have a cocktail party at the home of Dr. and Mrs. Harold Messenger, 3533 Carleton St., for members and their husbands on Friday evening, Dec. 28.

After the cocktail party the group will have a dinner at the Kona Kai Club. Co-hostesses with Mrs. Messenger are Mrs. John Thomas Jr., and Mrs. E. W. Kaiser.

OCEAN BEACH POST 433
THE AMERICAN LEGION
Moose Hall, 5019 Newport
2nd & 4th Thursdays, 8 p.m.
All Veterans Invited

Liquor Sale!
Vodkoff Vodka (4.00 Value) ..... 2.98 fifth
Blue Line Gin (4.00 Value) ..... 2.98 fifth
Kentucky Bourbon—7 yr. old 86.8 Pr., $6 Val. ..... 3.79 fifth
100 proof Govt. Bond (6.00 Value) ..... 3.99 fifth
Imported Scotch (6.25 Value) ..... 4.89 fifth
Chilled Champagne or Sparkling Burgundy (4.00 Value) ..... 1.99 fifth
BOTTLE BARN AC-2-0023
2810 Lytton Street

AD LIBS

By ADALINE DUDLEY
AC-2-5709

SWITCH

Humpty-Dumpty had a great "ball" recently when Wendy Mellinger celebrated her 5th birthday with a Humpty-Dumpty motif.

Wendy and six of her little friends rode the glass elevator to the Starlight Roof of El Cortez Hotel where they had luncheon.

With stars in their eyes and large Humpty-Dumpty doll "favors" in their arms, the party descended safely—no cause to call out the King's horses and the King's men. Guests included the little Misses Linda Carlson, Sandra Dudek, Kini Jewell, Wendy Marshall, Marcia Mellinger and Judy Schaefer.

Wendy is the daughter of Mr. and Mrs. Harry Mellinger, 1140 Catalina Blvd. Mrs. Vincent Carlson assisted at the party.

THEY'RE TALKING ABOUT

The lots facing Catalina Blvd. in the new Fleetridge addition. They're zoned for two-story houses (allowing 23 feet in height). Old-time residents across the street are sick for fear of losing their lovely view of bay and city . . . .

Rumor has it that prospective buyers of these lots are standing eight-deep. Seems that the section could be called "Convair Engineers' Row" since so many engineers from that company have bought lots there. Been on the waiting list for over a year.

This year's Christmas complexion: Fatigue . . . .

The increasing number of teenagers who loiter along Newport Ave., obstructing sidewalk traffic, and talking loudly and lewdly. . .

The lovely Christmas Carol Sing Dec. 14 in the courtyard of Ocean Beach Elementary School, by the 1100 students. The primary children serenaded the upper graders with their own special Santa Claus songs, then listened while the older children sang the beloved old carols. The entire school joined in on "Jingle Bells" and "Silent Night."

HEARD AND LIKED

Man is not what he hides but what he achieves.

HITHER, THITHER, YON

Bill Shawver, 2nd lieutenant, is now a member of the 7th Infantry Division in Korea. An Army aviator in the division's Combat Aviation Company, Lt. Shawver entered the Army in April 1954 and was last stationed at Fort Rucker, Ala. He is the son of Mr. and Mrs. S. H. Shawver, 1125 Savoy. His wife and son live at Linn Creek, Mo.

Mrs. Helen Gilbert, of 1129 Savoy St., has sold her home and bought a duplex at the corner of Froude St. and Bermuda Ave.

Mrs. W. M. Shanahan is building a home in Fleetridge. She has been living at 1137 Savoy St.

Mr. and Mrs. Raul Fernandes plan to drive to New Orleans for the Mardi Gras in March. This is Mrs. Fernandes' home town and she has "pull" for tickets to all the "grande balls."

WHO'S NEW ON POINT LOMA

"After living in the San Fernando Valley for 5 years, I finally realized there was no place on earth so lovely as San Diego. That day I quit my job and moved back," said Mrs. Betty Ford.

Mrs. Ford has bought a home in the 3400 block of Ullman St. She has a handsome German Shepherd dog, Mark.

Dr. and Mrs. Charles Ryder sold their home of 36 years and built a brand new one in the 3100 block of McCall St. where they have an outstanding view of San Diego Bay and the city. They formerly lived at 2426 Locust St. Their three married daughters live out of town.

The D. L. Millers, of Navy family, who formerly lived in Ocean Beach, have moved into their own home in the 3500 block of Quimby St. They have a son John, 8, and a daughter, Gail, 18 months.

Having fun redecorating their own home are Navy Lt. and Mrs. J. C. Young, of Hampton, Iowa, who have bought in the 3300 block of Wisteria Dr. Their children are Chad, 2 and Eliabeth, 1.

The new home of Mr. and Mrs. Ronald H. Wisley affords a sweeping view of the ocean. It is located in the 1000 block of Cornish Dr. The Wisleys formerly lived at 3544 Lowell St. They have two children, Gayle, 4 and Craig, 17 months. Mr. Wisley is a printer.

Navy Chief and Mrs. H. L. Bayles, of Lexington Park, Md., are making their home in the 4900 block of Orchard Ave. They have two children, Steven, 7 and David, 5.

Mr. and Mrs. Fred Cartwright, of 4027 Front St., have taken a duplex in the 2300 block of Etiwanda St. Mr. Cartwright is with a beach refrigeration company while Mrs. Cartwright is a nurse at Mercy Hospital.

After being apartment dwellers for some time, the Misses Martha and Elizabeth Kennedy decided to buy a home and chose one in the 3100 block of Kingsley St. "We got lonely for a garden of our own," they said.

Both are seecretaries on Bishop Charles Buddy's staff.

Yule Seal Returns Reach $11,000

With less than a week remaining in the 50th annual Christmas Seal sale, residents of the Peninsula Area this week joined other citizens of San Diego County in boosting returns to $110,000. The campaign returns are well ahead of last year's, according to Mrs. Bruce R. Hazard, Seal sale chairman for the county Tuberculosis and Health Association.

Mrs. Hazard used the occasion of her progress report to ask all residents who have not answered their Christmas Seal letters to do so at once.

Final reminders, she said, will go into the mails this week to those who have not made contributions for their Christmas Seals. The campaign will close Monday.

Even though tuberculosis has dropped from the list of the top 10 killers in San Diego County, Mrs. Hazard pointed out, 297 county residents were afflicted with the disease last year, and treatment requiring lengthy hospitalization creates more and more complex problems for those who are living with TB.

Christmas Seal funds, she noted, are used to support the year-around Tuberculosis Association program of case finding, health education, research and rehabilitation.

Mrs. Hazard urged all those who have not done so to join the fight against TB by buying and using Christmas Seals.

Local Residents Participate In Vision Conference

Two Peninsula residents participated in a recent occupational vision conference, which was held at El Cortez hotel with more than 100 in attendance.

Dr .Gordon Kindy, a Point Loman, and president of the California Optometric Association, was the keynote speaker, and estimated that eye accidents, largely preventable, are costing American industry more than $20,000,000 per year. He said that 98% of these accidents can be prevented through the use of well-established safety rules, and proper eye care. Kindy said that through such a program workers can achieve more visual efficiency and as a result can increase their productivity.

Dr. Seymour Kuntz, of Ocean Beach, attended the conference, which was co-sponsored by the San Diego County Optometric society, the Federal Safety Council, and the local chapter of the Illuminating Engineering society.

City Sanitation Division Announces After-Christmas Hints For Residents

1. Be sure that all packages and bottles are empty. It's almost impossible to recover items thrown out by mistake.

2. Throw out old or worn out toys if you like—the Sanitation Division will collect them. But why not place them aside and call the Salvation Army so they can be fixed up for some less fortunate child next year.

3. Don't burn, cut up, tie or dump your Christmas tree. Put it out, as is, for collection on your regular trash day.

4. Get rid of Christmas gift boxes and carton now. Put them out with the trash prior to Jan. 1. Sanitation Crews will collect them until that date.

5. Some people like to save attractive wrapping paper and ribbon for re-use . . . If not, put it out with the trash.

6. The wooden base from a Christmas tree makes good kindling. However, if you don't want to be bothered, leave it on the tree and put it out for collection.

7. The tissue paper that some Christmas presents arrive in is excellent for wrapping tree ornaments for storage. Again, if you don't want to be bothered, put it out in the trash.

BRIDGE SCORES

Ocean Beach Community Center scores for Dec. 19 were as follows: East-West—Alma Beach, Mrs. D. Fredricksen; 2nd—Al Nippell, Lawrence Kelner; 3rd—Ivy Gerber, Marge Sites; North-South—Jewel Byrom, Vera Michaels; 2nd—Walter Gerber, Roy Sites; 3rd—Eunice Harwood, Eva Cooper.

YOUR MONEY BACK IF YOU ARE NOT COMPLETELY SATISFIED WITH ANY PURCHASE OR REPAIR SERVICE.
Goff's CREDIT JEWELERS
4822 NEWPORT AVENUE
AC-3-1840 Ocean Beach

Mon. - Thurs 10-1 & 2-6
Friday 10-1 & 2-4
PHARMACY
Closed Sat. Sun. 10-2
A SINCERE INTEREST IN YOUR HEALTH
PROFESSIONAL PHARMACY OF OCEAN BEACH
Herman C. Curtis, Jr., Pharm. D.
1929 Cable AC-3-8169

You, Too, Will Leap for Joy
When You See The SURPRISE SAVINGS at
Morlin's Tot Shop
1918 CABLE STREET
Watch this paper next week
SALE STARTS JAN. 3rd

1957 NEW YEAR JOY
Here's a hearty welcome to 1957, and a sincere wish that it may bring to all our good friends and patrons a world of health, happiness and success.
BERT'S LIQUORS
4941 Newport
AC-3-1182

JOIN OUR PARTY
PACIFIC SHORES
Olie and Ray Medina
Your Hosts
4927 Newport
Ocean Beach

Celebrate!
JOIN US NEW YEAR'S EVE
DANCING
Enjoy dancing on our enlarged dance floor—and in our spacious newly decorated cocktail lounge
WEBB'S
1921 Bacon Ocean Beach AC-3-9245

FOR THURS., FRIDAY AND SAT.
JR MARKET
5004 NEWPORT AVE. OCEAN BEACH
OPEN WEEK DAYS 9 TO 8
CLOSED SUNDAY
Closed New Year's Day

WHAT'S DOING
J. L. Webb, your Telephone Manager in San Diego
Listen, my little sweetheart . . .
This was the year you discovered that fascinating thing Mommy and Daddy call the telephone. Pretty wonderful, isn't it? But just you wait! Why, by the time you're grown—say twenty years from now—lots of wonderful things will have happened to your phone. You'll probably have one in every room of your home. Maybe you'll even carry a tiny one in your pocket. Combined telephone and television may be yours if you wish. All these things will come from never-ending telephone research—will come, too, from the men and women of Pacific Telephone, who work to make your telephone more useful every day.
* * * * *
Let your Personal Number Book remember the number
Do you find yourself with more than the usual number of phone calls to make this time of year: friends to call and thank, stores to phone, party arrangements to make? Well, now is the time to collect all these telephone numbers in one spot where they'll be easy to find the year around. And a good place to write them down is in this handy Blue Book. We'll be happy to give you one. Just call, write or drop in and see us. The Blue Book of Telephone Numbers is yours for the asking.

* * * * *
Have a happy holiday
All of us at the telephone company in San Diego would like to wish you the happiest of holiday seasons. We hope the new year will hold many good things for you. And, of course, we'll do our best to see that good telephone service is one of those things. Pacific Telephone.

May 1957 ring in a year of health, happiness and prosperity for you and yours.
BLUE PACIFIC NURSERY
4850 Newport Ave.
Ocean Beach AC-2-1151

ELM'S
Clearance Sale OF MEN'S SUITS
STARTS THURSDAY
★
OUTSTANDING VALUES!
Quality clothing . . . Beautiful Fabrics in the latest models. These Suits are tailored by America's Greatest Manufacturers.
Flannels, gabardines, and sharkskins in a variety of shades and styles that will insure a truly pleasant choice. Excellent sizes.
SALE PRICE $34.98 AND UP
NO CHARGE FOR ALTERATIONS
E L M ' S
SINCE 1936
4985 Newport Avenue
OCEAN BEACH
OCEANSIDE CARLSBAD CHULA VISTA

NOTICE
The JR Market wishes to announce they have purchased the meat department from Russell and Mary Bement. The meat department will now be operated in connection with the grocery department continuing to give you the best available at the lowest possible price.
We have been fortunate to obtain the services of Thomas (Tommy)) Rawls to serve you in the meat department. Tommy has worked in this area for the past 7 years and knows the kind of meat you enjoy cooking and setting on your dinner table. We know he will be very anxious to serve you soon.
Thank you,
JR MARKET
Signed: John and Bee Gergurich
Armour STAR BACON lb. 57c
Armour STAR HAMS Whole or Full Half lb. 55c
Ritz Crackers Lb. Pkg. 33¢
CHEESE Borden 1½ lb. 55¢
Mayonnaise Borden quart 59¢
Tomato Juice Stokleys 46-oz. can 23¢
Ripe Olives Hemet, med. ripe, No. 1 can.... 2 for 45¢
PICKLES PIK PAK DILLS 24-oz. bottles 31¢
EGGS Med. AA doz. 47¢
PIES SWANSON Beef, Turkey or Chicken 25¢

YULE PARTY—On Dec. 21, Ocean Beach Moose Lodge 1755 hosted a Christmas party for 110 children of the community. Guest of honor was 5-year-old Randy Thayer, who has been convalescing since an accident on Voltaire St. Oct. 15, 1955. In the front row, left to right, are Barbara Bence, Deborah Mattson, Geerry Bredfield and Philip Wiswell. Back row: Cathy Stewart, Deborah Kerns, Beverly Kerns and Randy Thayer (seated).—Rex & Ann Langdon photo.

NOW... open a
CHARTER ACCOUNT
in San Diego County's
newest savings and loan association

County-wide service

Conveniently located in the heart of Ocean Beach business district

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Qualified escrow service

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Open House:
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9:00 AM to 9:00 PM
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Highest interest rate with insured safety

3½% interest current rate, paid semi-annually

Every account insured to $10,000.00

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OPEN AN ACCOUNT BY MAIL—Your nearest mail box is our teller's window. Fill in information at right and mail with your check. We'll send your CHARTER ACCOUNT receipt by return mail.

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Post Office Box 7337, San Diego 7, California
I want to be a CHARTER ACCOUNT investor. Enclosed is my check for $..... to get my account started. Please open my account in the following name and send me receipt and savings account book.
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4967 Newport Ave. Ocean Beach

OUR RESOLUTION . . . this year . . . the New Year . . . and every year . . . to give our customers the HIGHEST QUALITY, LOWEST PRICES and the BEST SERVICE. HAPPY NEW YEAR TO ALL!

Armour Star
CANNED PICNICS
4¾ lb. Can..... 2.69

Armour Star
CANNED HAM
4-lb. tin 3,79
6¾ lb. tin.....5.79
8½ lb. tin.....6.38

ROMAINE Large Local .....bunch 7½c

YAMS Red Velvet ..... 9½¢

D'Anjou Pears Extra Fancy ..... 2 lbs. 27¢

EGGS Large Grade A .....doz. 49¢

Tomato Juice Libby's .....46-oz. 23¢

Entire Store Closed
New Year's Day!
STOCK UP NOW...
On New Year's Eve'
PARTY FIXINS
You'll Find Your
Every Need
Here!

NOW OPEN SUNDAYS 10 a.m. to 6 p. m. --- Daily 8 a. m. to 7 p. m.
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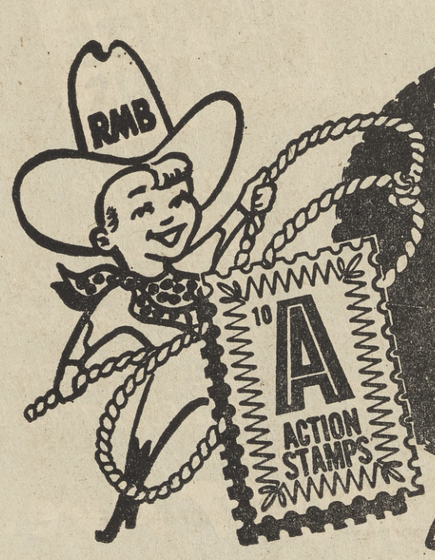

RANCHO MARKET BASKETS

WE GIVE ACTION STAMPS!

4967 NEWPORT AVE. OCEAN BEACH

Dec. 31 Deadline For Dog License Applications

The deadline for applications for 1957 city dog licenses is Dec. 31. Dr. J. B. Askew, director of the San Diego Department of Public Health, reminds owners that a dog must be vaccinated against rabies before a license can be issued. Dog owners applying for 1957 licenses after Dec. 31 will pay a penalty fee.

Dr. Askew said dog owners may take their pets to private veterinarians for the necessary vaccination. Vaccinations are also available at the City Pound, 1104 Azusa St., from 8 a.m. to noon, Monday through Fri., for a nonprofit fee of $1. Licenses are available at the Pound at the time of vaccination. The license fee is $2.50.

Owners of dogs vaccinated by private veterinarians will receive license application forms which may be mailed with the $2.50 fee to the City Treasurer's Office at Civic Center.

The only vaccine now acceptable for city dog licenses, Dr. Askew said, is the avianized type of vaccine produced from chick embryos, which is good for two years. He suggested that dog owners who had their dogs vaccinated last year check the vaccination slips they received from their veterinarians to see if the vaccination was good for a two-year period.

Slips indicating the two-year protection may be attached to 1957 license applications and the dogs need not be vaccinated again this year.

Program Planned For Math Teachers

High school mathematics teachers will have the opportunity to study new aspects of their subject and its applications in science and industry under a summer fellowship program eestablished at Stanford University by the General Electric Company.

President Wallace Sterling of Stanford said 50 fellows will be selected by the University from high school faculties in 14 western states.

The General Electric Company will pay all expenses, including transportation, board and room, tuition, and fees. Instruction will begin late in June and last six weeks.

"The program is intended to deepen the knowledge of mathematics teachers in our high schools and increase their awareness of the role their subject takes in contemporary civilization," Dr. Sterling said.

"It is hoped they will transmit their new knowledge and interest to their students and will influence many of them to seek careers in mathematics. In view of the serious shortage of mathematicians, this would be a valuable result of the program."

Professor Paul W. Berg of Stanford's Mathematics Department will direct the program for teachers from Arizona, California, Colorado, Idaho, Kansas, Montana, Nebraska, Nevada, North Dakota, Oregon, South Dakota, Utah, Washington, and Wyoming.

In addition to classroom work, the fellows will take field trips to General Electric laboratory and manufacturing facilities in the San Francisco Bay Area where they will see mathematics being put to work.

Cub Pack 228

Thirty-two members and two Den Mothers of Cub Pack 228 were presented awards at a recent meeting at the Ocean Beach Community Center.

They were: Tom Emerson, Jeff Rees, Melvin Ball, Michael Cowan, Richard Hipsack, Randy Belt, James Lobel, Bill Long, Stephan Bradaric, Bobby Ward, Peter Hayward, Ricky Strand, John Grondona, Randy Elkins and Dick Webber.

Also, Tom Lenahan, Billy King, Randy Bell, Gary Marions, Mike Torbert, Kieth Shelly, James Lee Scott, Richard Waidley, Frank Snyder, John Berkley, Mike Garoutte, Knute Myhrvold, Mark Stone, Jeffrey Dunn, Dennis Willoughby, Steven Sumner, Mrs. Paul Willoughby and Mrs. Roy Ball.

Bill Ward will be the new Cubmaster, relieving Ray Perine, who has accepted a group of Weblo Scouts. Mr. Perine was presented a small and large gavel in appreciation of his work in Scouting. Herman Sumner will take over his duties as pack chairman.

The meeting included a Christmas program during which the Point Loma Methodist Church choir sang Christmas carols. Mrs. John Burdine directed.

Santa brought gifts for all Cubs and their guests.

You, Too, Will Have a Cheshire Cat Grin...

When You See The SURPRISE SAVINGS at

Morlin's Tot Shop
1918 CABLE STREET

Watch this paper next week
SALE STARTS JAN. 3rd

JO'S FLOWER SHOP
4728 VOLTAIRE Phone AC-3-3306 Day or Night
CITY WIDE FREE DELIVERY SERVICE
S & H GREEN STAMPS
Phone and Charge It. EDITH BARRON

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MEXICAN DISHES
Served in the True Atmosphere of Old Mexico
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CONSUELO'S
in the LA PLAZA SHOPPING CENTER
CLOSED FOR THE HOLIDAYS—OPEN WED., JAN. 2
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TRY IT—YOU WILL LIKE IT
MADELINE'S DINING ROOM
AT THE MARLIN INN

STARTS TODAY, ENDS DEC. 31-'56
Bailey's
WESTERN AUTO
Pre-Inventory SALE
10% OFF EVERYTHING IN OUR STORE
EXCEPT A FEW SUNBEAM ITEMS
PLUS SURPRIZE BARGAINS
YOU STILL GET ACTION STAMPS
·TELEVISION ·REFRIG. ·RANGES ·WASHERS ·DRYERS ·PHONO'S. ·RADIOS
·GUNS ·AMMO. ·TOOLS ·AUTO PARTS -ACCESSORIES ·FISHING TACKLE
·SPORTING GOODS ·BICYCLES ·WHEELGOODS ·TOBOGGANS -SLEDS ·SEAT COVERS ·GARDEN TOOLS
...AND HUNDREDS MORE...
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OCEAN BEACH OPEN FRIDAY NIGHTS PHONE AC3-8280

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Ballroom Dancing
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Phone AC-3-8400

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HUB MISHLER
Office AC-3-8123 Home
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SIXTH CHURCH of CHRIST, SCIENTIST
2340 Chatsworth Blvd.
San Diego, Calif.
Sunday Services 11:00 a.m.
Sunday School 9:30 & 11 a.m.
Wednesday 8 p.m.
Reading Room 12 noon to 4:30 except Sundays and Holidays.
You are welcome at the services and to use the reading room.

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Safeway helps you plan a smart buffet-feast!
Holiday Party Foods!

Talk about a successful party! You're on your way, when you plan your buffet table from our big selection of festive foods. Wonderful to look at, more wonderful to eat... and *priced low!* Also, you make it a lot easier for yourself when you serve buffet style. May we suggest as the main attraction

CUDAHY "DEEP SMOKED" Tenderized Ham HAMS
Whole or Full Shank Half lb. 53c
Flavor cured, these "skinned and trimmed" Cudahy Hams make for tantalizing good eating. Gives you a new fork-cutting tenderness in every bite.
FULL BUTT HALF lb. 59c

Rib Roast 1st 5 Ribs, 7 Inch cuts USDA CHOICE Beef Standing Rib Roast lb. 69c
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Corned Beef USDA CHOICE Beef Brisket, Cry-o-vac sealed lb. 49c

Virginia Reel Sausage Spicy southern 100% pure Pork Sausage treat 1-lb. roll 79c

Safeway's the Place to Buy Holiday Produce
APPLES

Delicious Apples Washington Reds Extra fancy grade Selected large size lb. 17c
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Start Saving Shop Safeway

ENCYCLOPEDIA
All volumes of this fine Encyclopedia set are now available. Excellent for helping the youngsters during the New Year.
Per Volume 99c

PARTY CAKE
Curtsy Party Angel Food Ring
12-oz. cake 39c

Year End Celebration Values
Sliced Pineapple Libby's No. 2 can 29c
Apple Cider Westfair gallon 79c
Orange Juice Highway Sweetened 46-oz. can 35c
Party Crackers Tea Timers 16-oz. pkg. 29c
Cake Mixes Betty Crocker White, Devil's Fudge Yellow and Chocolate Malt 20-oz. pkg. 29c
Cheese Whiz Kraft Cheese Spread 1-lb. jar 53c
Cauliflower Bel-air frozen 10-oz. pkg. 19c
Cut Corn Bel-air frozen 10-oz. pkg. 16c

Maraschino Cherries Empress—8-oz. jar 29c 4-oz. jar 19c
Large Olives Ebony Ripe No. 1 can 28c
Berkshire Cheese Sliced Monterey Jack, Natural Cheddar 6-oz. pkg. 33c
Tuna Spread Breast O' Chicken 6-oz. pkg. 39c
Medium Shrimp Sea Trader 5-oz. Wet Shrimp can 53c
Soda Crackers Busy Bakers 16-oz. pkg. 29c 2-lb. pkg. 57c
Mayonnaise Nu Made quart 63c pint 38c
Sweet Pickles Zippy 12-oz. jar 29c 22-oz. jar 45c

HAPPY NEW YEAR From Safeway
SAFEWAY STORES will be closed Tuesday, January 1

SHOP YOUR LOCAL SAFEWAY LOCATED AT
4950 Newport Ave., Ocean Beach
2850 Midway Drive
3010 Carleton St. Point Loma

SAFEWAY

These prices effective in all Safeway Stores in San Diego County Thursday, December 27 thru Monday, December 31. Limit rights reserved.

Parakeet Show Set For January 4,5,6

The San Diego County Budgie Society will hold its Fourth Annual Parakeet Show in the West Room of the Electric Bldg., Balboa Park, on Friday, Saturday and Sunday, Jan. 4, 5 and 6.

Entry of birds in the show will be Friday, Jan. 4 from 10 a.m. to 9 p.m. The show will be open to the public from 2 to 10 p.m. Saturday, Jan. 5 and from 10 a.m. to 5 p.m. Sunday, Jan. 6. Prizes will be given away during the show. There will be no admission charge.

This competitive show is open to anyone who desires to enter a parakeet, but it must be displayed in a regulation show cage. There will be 188 classes and Novice, Champion and Junior Divisions. Many trophies and ribbons will be awarded.

The show will be judged by William Coward and Glen Snyder, both of Los Angeles.

O. B. Principal Guest At Wedding

Miss Vesta Peretsen, principal of Ocean Beach School, attended the wedding f her niece, Diane Hansen, to Robert Sachs on Dec. 15. The ceremony was performed in the First Methodist Church in Upland.

The bride attended Chaffee Junior College. Mr. Sachs is a coach at Fontana High School. The couple will live in Ontario, Calif.

Pall Graduated By M. P. Center

Army Pvt. Francis S. Pall, son of Mr. and Mrs. Francis A. Pall, 3790 Milan st., recently was graduated from the Military Police Training Center at Fort Gordon, Ga.

Pall entered the Army last July and completed basic training at Fort Ord. The 18-year-old soldier was graduated from Point Loma High School in 1956.

HEALTH FOR ALL

It can't possibly do you any good. It can't do you any harm, either. It's a pill made of milk sugar, a capsule of starch or a shot of salt water. No miracle drugs, no medicinal value at all. But it works! The pain is eased. The symptoms disappear.

This is the placebo—pronounced pla-see-bo. Its only purpose it to make people think they are getting medicine. But in a remarkable number of cases it works just as well as medicine. The patient gets better. In a recent experiment placebos proved just about as effective as morphine in easing the severe pains following surgical operations.

In the old days, placebos were the refuge of the doctor who had pitifully few really effective medicines and diagnostic tests. Many families swore by his pink pills—pills whose only virtue was that they did no harm.

As time went on and medicine advanced, the placebo was used chiefly in research. To test the power of a new drug, half a group would get the real medicine, half received the placebo. The difference in results was a measure of the drug's effectiveness. But scientists began to find high rates of "cures" with placebos. They proved effective against headaches, seasickness, cough, even the severe suffering of angina pectoris.

This does not mean that all the ills apparently "cured" by placebos are imaginary. But it is known that mental attitude and suggestion have much to do with causing and curing sickness. If we confidently expect medication to make us feel better, it often will do so.

Don't feel gypped if you find your doctor prescribed a placebo for your illness. It may well give you a feeling of temporary relief. But perhaps even more important, it helps the doctor find out more about you and your illness.

Of course, the patient has to be unaware of this effort to help him psychologically, rather than medically. But there is every evidence that the placebo often has the amazing effect of improving our mental attitude and thus our physical health.

(This column is sponsored, in the interest of better health, by the San Diego County Tuberculosis and Health Association.)

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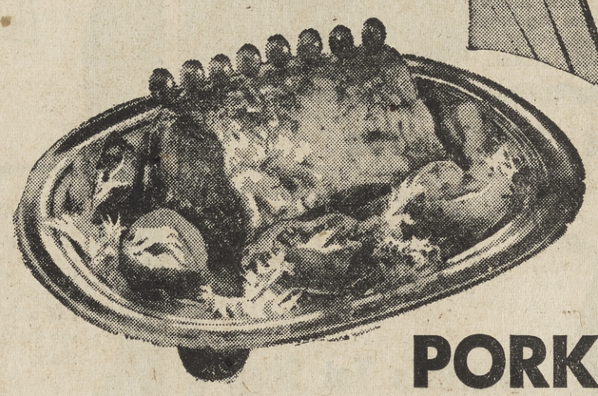
FERGUSON'S "Superette" 3430 Midway Drive

FRESH Pork Loin Roast WHOLE OR HALF.....lb. 49¢



EXTRA EXTRA EXTRA EXTRA SAVINGS on your food bill

FRESH PORK ROAST PICNIC STYLE .....lb. 35¢

SMOKED HAMS Shank End..lb. 49¢ WHOLE OR BUTT.....lb. 59¢

SLICED BACON Cudahy's Gold Coin.....lb. 49¢

SLICED BOLOGNA Armour Star .....lb. 45¢

Southern Prosperity Week Specials
CORNED BEEF AND CABBAGE
Derby Corned Beef 12-oz..... 39c
1 Head of Cabbage 5c
Total 44c

FROZEN Black Eyed Peas Birdseye or Pictsweet..... 4 pkgs. $1

Red Velvet YAMS . . . . lb. 9c | Pixie Mashmallows . . 10-oz. 19c

Here's what FERGUSON'S offer you
The Same Consistently Competitive Prices!
The Same High Quality!
The Same Courteous, Frendly Service!

Plus "S&H" GREEN STAMPS

Once-in-a-lifetime opportunity!

Fine Semi-Vitreous China

START SAVING NOW!

1 King-size Dinner Plate
1 Salad Plate
1 Dessert Dish
1 Cup 1 Saucer

THIS 5-PIECE PLACE SETTING... 1.98
WITH 5.00 IN CASH REGISTER RECEIPTS

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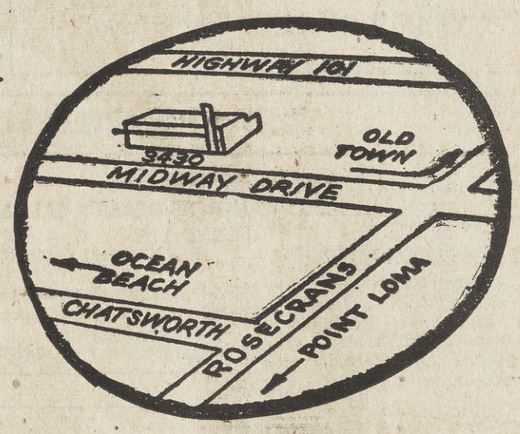
HOW TO GET THERE



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STRAND
4950 Newport — Ocean Beach — AC-3-8150

TODAY THRU FRIDAY
TAB HUNTER - NATALIE WOOD in
"THE GIRL HE LEFT BEHIND"
— also —
VICTOR MATURE in
"THE SHARKFIGHTERS"

SATURDAY — SUNDAY — MONDAY
TWO BIG ACTION HITS
"Curucu, Beast Of The Amazon"
— also —
"THE MOLE PEOPLE"

THURSDAY, DECEMBER 27
3 FULL HOURS OF
CARTOONS AND COMEDIES
2 COMPLETE SHOWS
10:30 A. M. and 1:30 P. M.

SPECIAL JUNIOR MATINEE SATURDAY 1:00
"TARZAN SAVAGE FURY"
— also —
"TRAIL GUIDE"
— plus —
4 - CARTOONS - 4

British Children In O. B. School

Ocean Beach School has two students from Yorkshire, England.

Last May, David Gregory Whittingham and his sister, Sheelagh, arrived in New York on the Mauretania . Accompanied by their parents, they flew on to San Diego.

Gregory is now in the sixth grade and Sheelagh in the third. In Wales, where they attended school previously, these grades would be known as Standard One and Standard Four, Gregory explained. His main interests are reading, art, and baseball.

Mrs. Whittingham is grateful for her children's acceptance by their classmates.

"Being in San Diego Schools has broadened their outlook," she said. "When Gregory was made president of school safeties, he developed self confidence and leadership, too."

In January the Whittinghams will fly back to England for a short vacation. They plan to return to San Diego where Mr. Whittingham is employed as a jet engineer by Ryan Aircraft.

DINING ROOM
Open Daily 11:30 a.m.
COCKTAIL LOUNGE
Open Daily 6:30 a.m. to 2 a.m.
BANQUET ROOM
Call AC-3-3313 for Reservations

VILLANO'S PIZZA PALACE
1956 Bacon Street at Santa Monica Ocean Beach

Battle Of Midway To Be Telecast

The turning point in the Pacific War, and the dramatic pattle of Midway are presented through official US Navy and captured films in the fourth episode of XETV's (channel 6) presentation of "'Victory at Sea," Monday at 6:30 p.m.

Entitled "Midway is East," the half-hour show portrays the thrilling race of Admiral Raymond Spruance's carrier task force to meet the Japanese fleet at Midway Island.

Until the Battle of Midway, June 2, 1942, Japanese forces had been almost unopposed in the Pacific. Control of Midway meant control of the entire Pacific, and neutralization of United States forces. By meeting the Japanese fleet head on and destroying its first line of naval aviators, Spruance was able to turn the tide of Japanese victories.

Dates of the 18th annual Southern California Exposition & County Fair at Del Mar are June 28 through July 7.

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BACK IF YOU ARE NOT COMPLETELY SATISFIED WITH ANY PURCHASE OR REPAIR SERVICE.
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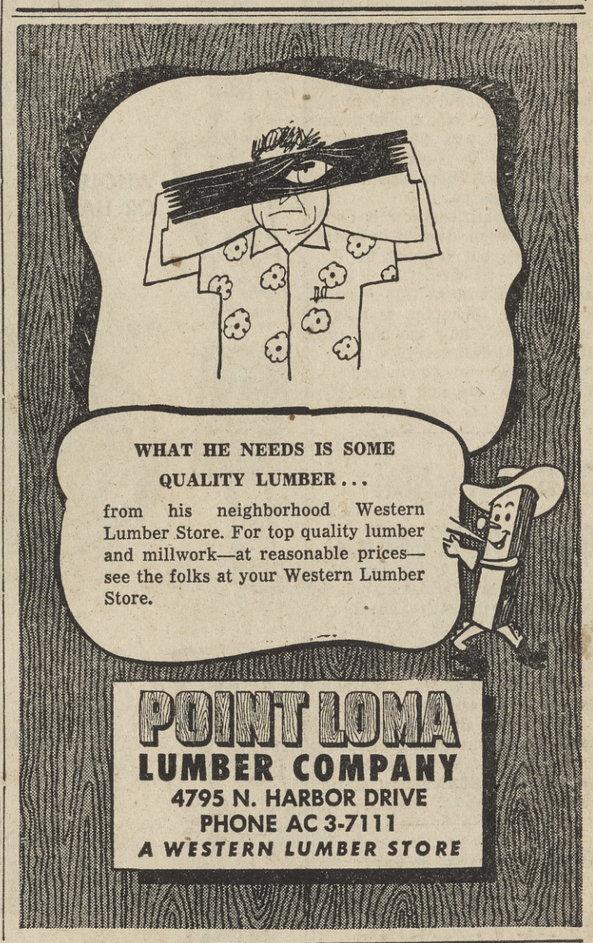
You, Too, Will Stand on Your Head...
When You See The SURPRISE SAVINGS at
Morlin's Tot Shop
1918 CABLE STREET
Watch this paper next week
SALE STARTS JAN. 3rd

Phone AC-2-5826 Lady Attendant
DR. STANLEY J. POST
CHIROPRACTOR — PHYSIOTHERAPIST
3767 VOLTAIRE ST. OCEAN BEACH
Day and Evening Hours

Ocean Beach First Baptist Church
SUNSET CLIFFS & SANTA MONICA AVE.
REVEREND ALLEN NEWMAN, MINISTER
9:45 a. m. – Bible School.
8:30 and 11 a. m. – Morning Worship.
6:30 p. m. – Training Union.
7:30 p. m. – Evening Worship.
Prayer and Bible Study Wednesday, 7:30 p. m.


WHAT HE NEEDS IS SOME QUALITY LUMBER...
from his neighborhood Western Lumber Store. For top quality lumber and millwork—at reasonable prices—see the folks at your Western Lumber Store.
POINT LOMA LUMBER COMPANY
4795 N. HARBOR DRIVE
PHONE AC 3-7111
A WESTERN LUMBER STORE

Rules of the Booster Slogan Contest

1. Any person is eligible except members of families or employees of the Peninusula News.
2. Locate the "Hidden" Word found in each column. These words will be changed into a new location somewhere among the ads each week. Work from left to right. (Line does not necessarily have to rhyme.)
3. Write your line along the same theme as the words compiled. Bring or mail to the Peninsula News ofice.
4. The Peninsula News will have your entry impartially judged and awarded a Credit Certificate worth $12.00 to the winning contestant.
5. Any contestant may submit more than one line, if desired.
6. This contest closes at 5 p.m. Mondays. All entries must be in the office by that time.
7. In case of ties, identical prizes will be awarded to all tying contestants. The decision of the judges will be final.

Booster Slogan Contest

$312.00

IN MERCHANDISE AND SERVICE
WITH THE SPONSORING ADVERTISER OF YOUR CHOICE

Print or Plainly Write the Hidden "BOOSTER SLOGAN" Here:

Write Your Line Here

Name..... Phone.....

Address..... Occupation .....

Bring or mail this coupon or duplicate on plain paper or post card to the Peninsula News, 1920 Bacon Street. San Diego 7, California. A $12.00 certificate will be awarded best judged entry.

SAVE TIME AND MONEY SHOPPING IN THE PENINSULA AREA

The Peninsula News will award each week for the next 26 weeks a credit certificate worth $12.00 to each eligible winnig contestant—redeemable at any of the sponsoring advertisers whose ad is found listed on this page.

"ENJOY THE FRUITS OF LOCAL HARVEST"

You can have fun and become better acquainted with local advertisers and their ads by participating in our "BOOSTER SLOGAN" Contest. In each column can be found a "Hidden" Word — combine them and you have our slogan for this week — Write a brief paraphrase along the same theme as the slogan — it does not necessarily have to rhyme but must always lend to the advantages of local shopping.

EXAMPLE—"Many More Reasons Why Local Trading is Best, Get Shopping Done with Time to Rest."

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LAST WEEK'S WINNER:
PETER J. DUFFY
"Want to help the budget and you on shopping days? Then shop near home and save in many ways!"
5054 Saratoga

USE THIS RELIABLE DIRECTORY AND PATRONIZE THE MERCHANTS AND SERVICES FOUND LISTED BELOW

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OCEAN BEACH AUTO TRIM SHOP
SEAT COVERS $13.95 up Ins.
AUTO TOPS, $29.95 Ins.
TRANSPARENT COVERS, $19.95 up.
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BAKERIES

NEWPORT PASTRY SHOP
We will be open Monday, Dec. 31st and closed Tuesday and Wednesday Jan. 1st & 2nd
4953 Newport AC-3-3556

BEAUTY SALONS

the COIF
Remember to put your best beauty forward with your hair cut styled just-for-you!
1424 Sunset Cliffs AC-3-5523

ELIZABETH'S HAIR STYLING
"A TOUCH OF GENIUS"
ELIZABETH
EUNICE
ELOISE
4030 Wabaska Dr. (off Voltaire)
New Phone No. AC-2-7781

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JOSEPH'S HAIR STYLING
HAIR CUTTING
PERMANENT WAVING
TINTING
"Individual Hair Designing"
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PAULINE'S BEAUTY SALON
HAIR STYLING
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PERSONALIZED HAIRCUTS
Special on all Permanents Mondays and Tuesdays.
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Popular Downtown Ocean Beach Eating Place
SPECIALIZING IN SPENCER & SIZZLING STEAKS
Merchants Lunch — Dinners
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"DELICIOUS HOME COOKED MEALS"
Luncheon and dinners—Home Made Pies — Carnation Hand Packed Ice Cream.
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"JUST GOOD HOME COOKED FOOD"
Open 5 A.M., Close 7 P.M.
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MARY MONROE
Specialty Shop for Boys and Girls Wear
Weekend Special
Boys and Girls Flannel Pajamas
Stuffed Animal Included
Size 3-12, 3.99 value for $2.99
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TOTS AND TEENS
FINE QUALITY CLOTHING
Infants thru Sub-teens
Boys — Girls
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OCEAN BEACH CLEANERS
Pressing while you wait.
4 Hour SPECIAL SERVICE
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THE PENINSULA'S FINEST COCKTAIL LOUNGE with the pleasant atmosphere you can enjoy. Hors D'Oeuvres Served 4 to 6 p.m.
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READY MADE
CURTAINS — BEDSPREADS
RODS — DRAPERIES
SHADES — VENETIAN BLINDS — ACCESSORIES
CUSTOM MADE DRAPERIES and SLIP COVERS
1851 Bacon AC-3-5465

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MAINTENANCE — REPAIR
CONTRACTING
"Serving the Peninsula Area"
3020 Midway Dr. AC-3-8101

C. O. CARL AND SONS
WIRING FIXTURES REPAIRING
Quality work our Specialty
32 years servicing the Peninsula area.
2223 Bacon AC-3-1919

troublesome

FURNITURE NEW & USED

BACON STREET FURNITURE
Complete Selection of new & used Furniture, Television, Appliances, Lamps
—Upholstering—
1884 Bacon AC-3-5071

GARAGES & SERVICE STATIONS

traveling

BOECHE'S SERVICE
MOTOR OVERHAUL
Brakes Relined — Welding
Hydramatic a Specialty
MOBILE SERVICE
4605 Voltaire AC-3-1447

H. E. MOORE
Complete Car Servicing
Serving Pt. Loma Area since 1928. "We are as near as your phone"
S & H GREEN STAMPS
2918 Lytto.. (Loma Portal) AC-3-5331

GIFTS – UNIQUE IMPORTS

VERN'S IMPORTS
Native Hand Crafted Giftwares from Many Lands.
Featuring the Finest From Guatamela
1862 Bacon AC-2-4125
(La Plaza Shopping Center)

HARDWARE

SCHOEN'S HARDWARE
HOUSEWARES — GIFTS
TOYS
4827 Newport AC-2-8091

OCEAN BEACH PAINT & HARDWARE
"The Old Fashioned Hardware Store"
Free Delivery
1926 Bacon AC-3-3083

ICE CREAM

KORNER MALT
OUR OWN ICE CREAM
Hand Packed — Ready Packed
NOVELTY CHRISTMAS CANDY GIFT PACKS
CHRISTMAS CANDY CANES From 5c
4902 Newport AC-3-8201

INSURANCE

Jos. L. RICHARDSON Co.
Complete INSURANCE Service
1859 Cable AC-3-3679

for

LADIES' READY-TO-WEAR

MODE O'DAY
Dacron, Crepe, Wool Jersey Blouses —¾ and Short Sleeves
4971 Newport AC-2-4363

LAUNDRY & DRY CLEANING

PACIFIC SERVICES
LAUNDRY & DRY CLEANING
4-Hr. Service
Expert Alterations
Quality Shoe Repair
1910 Rosecrans AC-2-6060
(Near Gate 6 NTC)

MARKETS

PESKIN'S SUPERETTE MARKET
Your Friendly Neighborhood Grocer
COMPLETE MARKET SERVICE
Finest Quality Meats, Lowest Prices Frozen Foods Household Necessities Magazines
4705 Pt. Loma Ave. Corner Ebers

MEN'S STORE

ART'S STORE FOR MEN
Visit our Newly Enlarged Store
Complete lines of Quality Men's Wear. OUR PRICES WILL PLEASE.
4920 Newport AC-3-8408

MOVING & STORAGE

B & K TRANSFER & STORAGE
Local and Long Distant Moving
STORAGE PACKING
SHIPPING CRATING
"Fast Careful Service For Those Who Care"
1930 Bacon AC-3-9008
Phone Anytime

NURSERY

BLUE PACIFIC NURSERY
Serving the entire Beach Area.
Garden Tools Shrubs
Shrubs Fertilizer Insecticides
Licensed Landscaping Services
We Give Action Stamps.
Free Delivery
4850 Newport AC-2-1151

PLUMBING

DAY AND NIGHT PLUMBERS
PLUMBING HEATING
REPAIRS DISPOSALS
AUTOMATIC WATER HEATERS
3006 Barnet (Loma Portal) AC-3-8198

DUDLEY PLUMBING & HARDWARE
24-HR. PLUMBING REPAIR SERVICE
Boysen Color Paints
Do It Yourself Headquarters
Or we will do it for you.
5029 Newport AC-3-3154

MICHAEL DE STOUT
REPAIRS AND REMODELING
Serving Pt. Loma, Loma Portal, Ocean Beach
Residential Commercial
Industrial
Free Estimates
2801 Carleton St. (Pt. Loma) AC-3-1657

RESTAURANTS

VILLANO'S PIZZA PALACE
and COCKTAIL LOUNGE
"The Original from Naples, Italy"
Pizza Ravioli Spaghetti Steaks
Catering to Parties in our Banquet Room
FOOD TO GO!
1956 Bacon St. Phone AC-3-3313

that

WILEY'S
GOOD FOOD
DRAUGHT BEER
5023 Newport Ave. AC-3-9371

SELF SERVICE LAUNDRY

OCEAN BEACH LAUDROMAT
Let us Wash those
• SHAG RUGS
• PILLOWS
• COMFORTS
We give Faded Spreads and Rugs a New Look with Coldye
1877 Cable St. AC-3-1165
Across from Safeway

OCEAN BEACH SELF SERVICE
CAREFUL DRY CLEANING & FINISH LAUNDRY
Expert Dyeing of Coldye Basic Shades
Rugs Washed. Dried and Dyed Any Size.
1959 Abbott AC-3-0681

famous

SEWING CENTER

BROTHER'S
SEWING & KNITTING CENTER
REPAIRS SALES RENTALS
All Machines
Budget Terms — Budget Prices!
New Machines as low as 59.95
Free Home Demonstration!
1911 Cable St. AC-3-5253

SHOE REPAIR

WOOD'S SHOE SERVICE
Invisible Soling
Orthopedic Work Our Specialty
We Give Action Stamps
4979 Newport AC-2-0165

TELEVISION & APPLIANCES

BAY TV
SALES SERVICE RENTALS
5 Tube Packard Bell Radio
Ebony, $12.95. Open Evenings.
4824 Newport AC-2-8447

TELEVISION SALES & SERVICE

BOB HORN TELEVISION
Now at our attractive new location
SEE THE HOFFMAN PORTABLE $129.95
Pt. Loma's Largest and most complete Sales and Service.
1865 Sunset Cliffs Blvd. AC-3-7139

TELEVISION SERVICE

ACADEMY TV
Open 12 to 9 p.m. daily.
SERVICE FOR ALL MAKES TELEVISION HOME & AUTO RADIO No extra charge for evening or Sunday service.
4145 Voltaire AC-3-6046

AMERICAN TEL-E-RAY LABS
CONVENIENT DOWNTOWN OCEAN BEACH REPAIR SERVICE PROMPT DEPENDABLE SERVICE ALL MAKES
1859 Bacon AC-3-9951

VARIETY STORE

HOMER'S VARIETY
Parking in rear of store
SELF SERVICE
Use back door until 5:30 p.m
4871 Newport

brand

WELDING

B & G WELDING WORKS
PORTABLE SERVICE & SHOP
AUTOMOTIVE & GENERAL
4286 Midway Drive AC-3-1649
¼ mile north Midway Drive Inn

WATER SOFTENERS

BRUNER WATER SOFTENERS
Complete Line
Priced from $199.00
Manuals to fully automatic.
Engineering that's years ahead.
DUDLEY'S PLUMBING & HARDWARE
5029 Newport AC-3-7468

PENINSULA PERSONALITIES

A new home with a spectacular view of the bay seems quite fitting for yachting enthusiast and Mrs. C. W. Brady, who have bought in the 900 block of Runnymeade Lane. The house was formerly owned by Mr. and Mrs. Pirl Oates. The Bradys moved to Point Loma from Coronado. He is owner of a lawn sprinkler factory.

From Boulder, Colorado come Dr. and Mrs. Harold A. Thomas and their children, Chuck, 18; Barbara, 17, and Marianne, 14. They have bought a Fleetridge home in the 1600 block of Chatsworth Blvd. Dr. Thomas is a research physicist for General Atomic.

Paradise Hills was the former address of Mr. and Mrs. E. Jack Ackerson who have bought a home in the 3600 block of Amaryllis Dr. They have three children, Cody, 16; Craig, 9, and Lorna, 18, who is a student at her father's alma mater in Kansas.

Mr. and Mrs. E. P. Howell have just sold their home at 3406 Garrison St. and are living with her mother at 2650 Jonquil st. They expect to be building soon in Ocean Beach. Their youngest daughter, Virginia Jill, 2 months old, is greatly admired by her sister, Romae, 7.

Another new family in Plumosa Park is that of Mr. and Mrs. Frank Chiechi, who have bought a home in the 3600 block of Oleander St. This young couple and their brand new daughter, Susan, are "very happy with their new location." They formerly lived at 3510 Columbia St.

Adding to the list of new residents in Plumosa Park are Mr. and Mrs. J. E. Cyrus, from Pacific Beach, who have bought a home in the 3400 block of Wisteria Dr.. Mr. Cyrus is sales manager of a services equipment company.

Mr. and Mrs. J. Goularte, of 1209 Locust St., have moved into their own home in the 3400 block of Trumbull St. They have three sons, Joey, 5; Donnie, 4, and Tommy, 18 months. Mr. Goularte is a commercial fisherman.

From Minneapolis, Minn. come Mr. and Mrs. G. Bergersen and their four children, who have taken a house in the 3000 block of Lytton St. The children are Roger, 20; Dennis, 17; Narene, 15 and Bonita, 10. Mr. Bergersen is a cement contractor.

Mr. and Mrs. J. C. McCarrier, of East San Diego, have bought a home in the 3500 block of Quimby St. They have a son Douglas, 15. Mr. McCarrier is an inspector at North Island.

Future Citizens At O.B. Woman's Club Meeting

By MARIAN KRETTLER

Last Thursday the American Homes department of our women's club was hostess to Mrs. Pandora Donovan, assistant supervisor of adult education, and three of her proteges, foreign born and now on the path of American citizenship.

The special song of these women is "God Bless America," and all are intensely devoted to the all are intensely devoted to the land of their adoption. Also, they are attending night school in order to become more proficient in English.

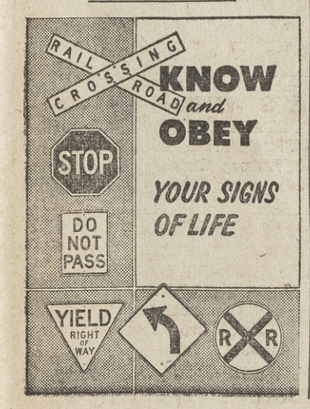
Mrs. Ursula Muehler was born in Germany. She told of the customs of Christmas in her native land where no child is even permitted to catch a glimpse of the Yuletide tree until the festive day arrives. Mrs. Muehler has been here for three and a half years.

Mrs. Esperanza hailed from Mexico just 18 months ago and she also spoke of Mexican holidays customs in contrast to ours this side of the border. Both these women are students at Hoover Evening High school.

Mrs. Alyda Tellekamp was born in Holland and spent 30 years in Sumatra, Dutch East Indies, where few of the natives are Christian. Longing for a tree such as she was accustomed to at home, she was forced to do without it on that first Christmas. months ahead, the second December found her in glad possession. It came from Holland, people came to admire its strangeness and gaiety, but they could not grasp the spiritual significance of this unusual Christian custom. Enduring hardships and danger in World War II, Mrs. Tellekamp came to safety in the United States. She studies at San Diego's Evening High.

Mrs. Donovan thoroughly loves her labors with the potential citizens and is justly proud of their determination and devotion.

The garden department will meet Dec. 31, as announced previously, but the place will be the home of Mrs. Bert Wenrich, 3319 Udal St.



Legal Notices

NOTICE TO CREDITORS
No. 57448

ESTATE OF ALBERT BRUCE HENRY, also known as ALBERT BRUCE O'HENRY, deceased.

Notice is hereby given by A. E. GALLAGHER as the Administrator of the above entitled estate, to the creditors of, and all persons having claims against the said decedent, that within six months after the first publication of this notice, they either file them with the necessary vouchers in the office of the Clerk of the Superior Court of the State of California, in and for the County of San Diego, or present them with the necessary vouchers to the said Administrator at his place of business, 3322 Congress St., San Diego 10, California.

A. E. GALLAGHER,
Administrator of the Estate of the above named decedent.

JAMES DON KELLER,
District Attorney and County Counsel.
By DUANE J. CARNES, Deputy.
Attorneys for said Administrator.
Published in the Peninsula News Dec. 13, 20, 27, 1956; Jan. 3, 1957.

NOTICE TO CREDITORS
No. 57568

Estate of Katherine S. Pendleton, Deceased.

Notice is hereby given by the undersigned Roscoe Porter, as the Executor of the Estate of Katherine S. Pendleton, Deceased, to the creditors of and all persons having claims against the said deceased, that within six months after the first publication of this notice, they either file them with the necessary vouchers in the office of the Clerk of the Superior Court of the state of California, in and for the County of San Diego, or present them with the necessary vouchers to the said Executor at 1136 S. D. Trust & Savings Bldg., San Diego 1, Calif.

Signed: ROSCOE PORTER
Executor of the Estate of Katherine S. Pendleton, Deceased.
Dated at San Diego, California this 21st day of December, 1956.
ROY M. CLEATOR
Attorney for said Executor.
Published in the Peninsula News Dec. 27, 1956, Jan. 3, 10, 17, 1957.

SAVE
AS YOU SPEND SHOP WHERE YOU GET "S&H" GREEN STAMPS

OCEAN BEACH
LOWNES' DEPT. STORE
4960 Newport
AC-2-8688

LOMA PORTAL
H. E. MOORE GARAGE & SERVICE STATION
2918 Lytton St.
AC-3-5331

1—Homes For Sale

Hi, Buddy!! I'm all packed . . . Dad just listed with L. Van Stelle, 2304 Sunset Cliffs Boulevard.

5—Rentals

WELCOME FRIENDS TO THE DEL WOOD APT. MOTEL
A Satisfied Guest is our first Consideration.
Studio Apts. Day, Week or Month
AC-2-1909 2104 Bacon St.
San Diego 7, Calif.

5-A—Houses, Furn., Unfurn

1 BEDROOM UNFURNISHED duplex, $65. Pacific Beach. Child ok. AC-3-8868.

$150—3 B.R., unfurnished. Patio, range, refrigerator. Child ok. Lease. AC-3-7141.

5-E—Rooms

PT. LOMA: SINGLE or double room. Business people. Phone AC-3-1026.

5-G—Misc. Rentals

DO IT YOURSELF
Rent Our Tools & Equipment
Cement Mixers, Wheelbarrows, Power Weed Cutters, Power Lawn Mowers, Lawn Renovators Roto Tillers, Garden Tractor with Dozer and Plow, Sanders, Misc. portable electric tools Trailers Elect. Hedge Shears
AUSTIN'S
4856 SantaMonica AC-3-8324

6—Wanted To Rent

2 BEDROOM unfurnished house, to $75. Couple with boys 3 and 6. AC-2-5183.

TELEVISION FOR SALE—How many people would buy that television if the price was right? Use the classified ads for results.

8—Contractors, Builders

REMODELING & ROOM ADDITIONS
Let us assist you in your planning and financing.
FREE ESTIMATES & ADVICE
SAN DIEGO HOME IMPROVEMENT CO.
4837 Voltaire
Day AC-3-1914 Nite AC-3-8849

WE BUILD ON YOUR LOT
CHAFFIN'S General Contractors
4149 Midway Dr. AC-2-7903

WALLS, FIREPLACES, PATIOS, BARBECUES, DRAINS, CARPENTRY, PLASTERING. A. SIMAS. FREE ESTIMATES. AC-2-6717.

9—Painting & Decorating

ROBBIE'S
Painting & Paperhanging Contractors
FREE ESTIMATES
1885 Froude Street
Call AC-2-6181 or AC-2-2034 after 4 p.m. or all day weekends.

10—Landscaping

Andy's
LAWN MAINTENANCE
Gardening Service, Tree Service
Expert Lawn Renovation
Free Estimate
AC-3-5358

13—Schools, Instruction

MUSIC INSTRUCTION
On Clarinet, Saxophone, Flute. Beginners or advanced, $1.50. My home. Mr. Franzman, AC-2-4584.

PIANO LESSONS, MY HOME. AC-2-5026.

ACCORDION LESSONS: Private, in home. Band lessons and public appearances. 10 week introductory offer (includes accordion). Donald Gonsalves, Phone AC-2-4223.

14—Personals

A TOGETHERNESS IN HELPING ONE ANOTHER

Your donations of no longer used clothing, shoes, toys, books, and furniture provide jobs in a sheltered workshop for the handicapped and needy.

GOODWILL INDUSTRIES
402 5th Ave. BE-3-5157
24 Hr. Telephone Service
Myron Insko, Exec. Director

15—Services Offered

LAWN MOWERS SHARPENED
Hand or power by factory approved methods. Satisfaction guaranteed.
Saws, Shears, Hand Tools Pick-Up and Delivery.
AUSTIN'S
4856 Santa Monica AC-3-8324

WINDOW SHADES
Repaired — Replaced
Bring in your old rollers and save.
SHAW'S FURNITURE
4051 Voltaire AC-3-3630

5022 Santa Monica AC-3-7743
Ocean Beach
CARPET SHOP
Installation · Binding · Repairs
FREE PICK UP & DELIVERY

LANDSCAPE GARDENING
EXPERT PRUNING
YARD CLEAN UP
HAULING
BEN M. STONE
AC-3-7668 AC-3-9477

PURCELL RUG FARM, Used Rugs & Carpeting, wall-to-wall carpet, cleaning, modern latest equipment. Sewing & binding. 9x12 Cleaned $6.00. 4234 Voltaire, AC-3-9877.

IRONING, my home. Day house cleaning. 5033 Newport, rear Newport Cleaners. AC-3-6706.

CARPENTRY, Small remodeling, Home repairs, by hour or day. Phone AC-2-2305.

WINDOW CLEANING
JANITORIAL SERVICES
Residential, Commercial. Also floor waxing. Call Tony AC-3-8314 or AC-3-9635.

LAWN MAINTENANCE—Clean-up, hauling. Call Larry AC-2-2581, AC-3-1105.

15—Services Offered

CABINETS — Furniture, store fixtures, displays manufactured. Bank financing. AC-3-1592.

PIANOS & ORGANS TUNED and repaired. Smith, AC-2-8379, 4869 Santa Monica.

TYPEWRITERS
ADDING MACHINES
Buy for less. Discount to Service Men. Rentals, Repair, Sales. 30 years experience.
Beach Typewriter Co.
5035 Newport AC-2-7133
Oecan Beach

IRONING or Baby Sitting, my home or yours. Reasonable. AC-2-2317.

IRONING, MY HOME — Also baby sitting, yours. AC-3-8029.

MOTHER, CHILD CARE, ALSO while you are in hospital with baby. AC-2-7803.

CARPENTER JOURNEYMAN, Particular work for particular people. Roy Bonham, AC-3-7331.

MIMEOGRAPHING
Distinctive Work.
IBM Electric Typewriter.
Telephone Answering Service.
LELA LAYNE
1051 Rosecrans AC-2-3719

FIREPLACES & BLOCK WALLS Chain link and Redwood fences. AC-2-2794.

MAN OF ALL WORK will help you eves. and Saturdays. AC-3-5790.

TYPING-DICTATION by phone. Free pick up and delivery. AC-2-0035.

TAILORING, RESTYLING, ALTERATIONS. "Lili". AC-3-6483 or AC-3-1325.

WILDA'S
DRESSMAKING-ALTERATIONS
1844 Bacon St. AC-3-0220

CARPENTRY, Repairs, remodeling, gardening, maintenance. References. AC-3-1704.

CERAMIC TILE WORK. Remodeling of all types. Melvin Russell. AC-2-2652.

ROOFING, Painting, Floor tile, and What have you! AC-2-2263.

ALTERATIONS, BLANKET BINDING, LULU, AC-2-8097.

COCKTAIL LOUNGES

WEBB'S
Dancing
1921 Bacon St. AC-3-9245

FLORISTS

JO'S FLOWER SHOP
4728 Voltaire AC-3-3306

FUNERAL HOME

BEARDSLEY FUNERAL HOME
1818 Sunset Cliffs
AC-3-8100

JEWELERS

The Biggest Little Jeweler in Ocean Beach
C. L. DERSCH
JEWELER and WATCHMAKER
4952 Newport Ave. Ocean Beach
All Work Done in our Shop!
AC-2-0215

SMITH & SONS JEWELERS
4831 Newport AC-3-0718

YOUR MONEY
BACK IF YOU ARE NOT COMPLETELY SATISFIED WITH ANY PURCHASE OR REPAIR SERVICE.
CREDIT
Wolf JEWELERS
4822 NEWPORT AVE.
AC-3-1840 Ocean Beach

LUMBER

POINT LOMA LUMBER CO.
4975 N. Harbor Drive
AC-3-7111

INCOME TAX
Your Home
AC-3-9656

MOVING & STORAGE

OCEAN BEACH TRANSFER MOVING AND STORAGE
5040 NEWPORT AVE.
AC-3-3271

NOTARIES

SIEGEL REALTY
4170 Voltaire AC-3-7147

NURSERIES

BLUE PACIFIC NURSERY
4850 Newport AC-2-1151

SCHOOLS

Nursery to First Grade
Little Tots
Nursery School
4972 Santa Monica AC-2-2314

PLAYHOUSE NURSERY SCHOOL
6:45 to 5:30 Ages 2 to 6
Preschool and kindergarten—Hot Lunches
4678 Santa Monica AC-2-8418

PT. LOMA PLAY SCHOOL
2 thru 6 yrs.
2909 Keats (near DeFalco's)
AC-2-9111

REAL ESTATE

LEVEL LOT
75x75 R-1 Coastline view $6,000.
Hurry!!
Madelyn Johnston, Realtor
4753 Voltaire
AC-2-8661; eves. AC-2-9127

29—Autos For Sale

CRISLER AUTO SALES
4202 EL CAJON BLVD.
Terms arranged to fit purchaser. We maintain our own shop for your protection.

'55 Olds 88 hardtop, fully equipped, radio, heat.....2495
'54 Lincoln Capri hard top, full power, four way seats, hydra, radio, heat 1995
'55 Chev. 8 Bel Air 2-door, power 1895
'53 Cad. 62, 4-door, power steering, radio, heat.. hydra...1795
'52 Cadillac Coupe DeVille, fully equipt, power 1695
'54 Buick Roadmaster 4-door, radio, heat, full power...1595
'53 Lincoln Capri Hardtop, power steering, breaks, windows, 4-way seat, radio, heat., hydramatic 1495
'53 Fordomatic Victoria, radio, heat. A beauty 1095
'53 Fordomatic Conv., radio, heat, new motor, Continental Kit 1095
'54 Plymouth Belvedere 4-door overdrive, radio heat.....1095
'54 Stude V8 Regal Commander, 4-door 995
'53 Chev. Club coupe, radio, heat. 895
'52 Rambler station wagon, overdrive, radio, heat.....695
'50 Pontiac Catalina. Hydra, radio, heat. 475
'50 Chev. Deluxe 2 door.....395
'50 Stude Champ Club, overdr., radio, heater 345
radio, heater 295
'47 Ford Club. $195
'48 Plymouth sedan 150
'47 Ford Club 150
'47 Stude Club 150

OPEN SUNDAYS & EVENINGS
Where the Customers' Rights Are Respected
CRISLER AUTO SALES
4202 El Cajon Boulevard
AT-4-9292

15—Services Offered

SERVICE STATIONS

BILL'S MOBILGAS SERVICE
Corner Point Loma Ave. and Sunset Cliffs, AC-2-4422

WATER SOFTENERS, Sales & Service

DUDLEY PLUMBING
4950 Voltaire AC-3-7468

TAXI SERVICE

A.B.C. CAB CO. AC-3-8322
2-Way Radios Open 24 hrs.
Low, Low Rates · Go Anywhere
5 can ride for price of 1
5049 Newport

17—Child Care

CHILD CARE my home. Any age. AC-3-5104.

OCEAN BEACH VICINITY. Have own car. Elderly lady. AC-3-1378, 4375 Coronado.

18-A—Help Wanted

BOYS, TO DELIVER PENINSULA NEWS, ROSECRANS & TALBOT AREA EACH THURSDAY. AC-3-3156.

19—Help Wanted, Female

DEPARTMENT OF EMPLOYMENT
Openings for Women:
Industrial Office
761 Columbia
- Factory Sewing Machine Operators

Commercial Office
1730 Kettner
- Saleswomen for Ladies Ready to Wear
- Saleswomen for Millinery
- Stenographers and Typists
- Graduate Social Workers

COLLECTION CLERK, typist. Will train. AC-3-9610.

20—Help Wanted, Male

BOYS 10 TO 15, sell Los Angeles Examiner weekends. Ocean Beach-Pt. Loma areas. AC-2-6632 after 5 p.m.

DEPARTMENT OF EMPLOYMENT
Openings for Men

Industrial Office
761 Columbia
- We have many openings for young men with mechanical experience, as air craft trainees.

Commercial Office
1730 Kettner Blvd.
- Stock clerk, experienced
- Engineers
- Technicians

POINT LOMA--OCEAN BEACH REALTY ASSOCIATION

Warm Wishes
May the glow of holiday cheer brighten the homes of our many kind friends whose patronage we value so highly. Our thanks to you all.

MULTIPLE LISTING MEMBER SERVICE

Ackerman Realty
Zita M. Akey Realty
Ruth Anderson Realty
Ascherfeld Realty
Bay Shore Realty
Ben Bay Realty
Amelia Bradley Realty
Butler Realty
Cartwright Realty
Catalina Realty
Louise Cochran Realty
Robert Crooks Realty
Devereaux-Scull Co.
Drake Realty
Fleetridge Realty
Garnet Realty
Gray Realty
Hilmen Realty
Fred J. Korabek
Milner Real Estate
Point Loma Realty
Rosecrans Realty
Siegel Realty
Southard Realty
L. Van Stelle Realtor
Voltaire Realty
Welch & Roenicke
Whitney Realtors

To all our Friends
A HAPPY NEW YEAR
Helen Deacon, Pauline Delaney, Carla Downham, Betty Tate, Betty Worthington
MILNER REAL ESTATE
2931 Carleton AC-3-6201

PT. LOMA
Heart of Ocean Beach Business
A frame 2 B.R. "older" home BUT in C Zone, just off Newport at 1919 Cable St. What a location! Office, shop,, and home PLUS A FUTURE BUSINESS BUILDING SITE. Act quickly! Opportunities like this don't last!!

LOT VALUE
45x-140 well-located lot, close to bus and school. $3600 or your offer!
CARL ACKERMAN
Realtor
"Fine Point Loma Homes"
1259 Rosecrans AC-3-3174

HAPPY NEW YEAR
Will be yours in this 3 B.R., 2 bath home. Separate dining room, double garage, excellent Point Loma area. IMMEDIATE OCCUPANCY. Only $17,500.
SIEGEL REALTY
4170 Voltaire
AC-3-7147

Pt. Loma—Water's Edge
1065 Sunset Cliffs Blvd.
Yes, one of the SELECT FEW homes right on the water's edge. Just 3 years old, 3 bedrooms PLUS an 18x24 rumpus room complete with fireplace, barbecue kitchen, and bath. Estate sized lot, beautifully landscaped and planted. DON'T MISS THIS!! Only $25,000. Terms.
ROBERT CROOKS CO.
Realtors
2125 Poinsettia
AC-3-7121 AC-2-5603

BAY SIDE
3 large b.r., 2 tiled baths, dining room, Bay view, near new. Ideal location, near schools and stores. For information, call
POINT LOMA REALTY
1057 Rosecrans
AC-3-1234
Eves., AC-3-6859

BAY SHORE REALTY OFFERS
PT. LOMA'S BEST
3722 DEL MAR AVE.
OPEN SUNDAY 1 to 5
4 Big B.R., 2 baths. Built-in, kitchen, all the latest extras. An EXCEPTIONAL buy on today's market.

PT. LOMA BARGAIN
BRAND NEW-SUPER VIEW
3 B.R., 2 baths, built around the patio. Beautiful beamed ceilings, built-in kitchen. Price reduced to $25,000 for quick sale. Terms.

POINT LOMA SPECIAL
NEAR SILVERGATE SCHOOL
3 BIG B. R., separate dining room, level fenced lot. Best family neighborhood. A real buy. $16,750. Good terms.

POINT LOMA
2 bedroom, spic and span condition. 50x140 level fenced lot, beautiful area. $12,800. F.H.A. terms.
BAY SHORE REALTY
4222 VOLTAIRE
AC-3-7141 Eves AC-3-0604

21—Radio, TV

TV SERVICE. Cash and carry. Big Savings. Fast, efficient service! Open evenings. Luckey Marine Radio, 4733 Point Loma Ave. AC-2-3069.

TV RENTALS—By week or month. Delivery service. BOB HORN TELEVISION, 1865 Sunset Cliffs, AC-3-7139.

GUARANTEED SERVICE on all makes of television, phonographs, car and home radios. 30 yrs. experience. PT. LOMA RADIO & TV, 4875 Voltaire, AC-2-8378.

24—Misc. For Sale

NORGE WASHER, wringer type with pump, $19.50. AC-3-5251, 5015 Newport.

CLASSIFIED ADS BRING RESULTS PHONE AC-3-3156

24—Miscellaneous For Sale

NEW DOUBLE size mattress, $20. AC-2-2891.

PHILCO REFRIGERATOR, very good, $40; box spring and mattress, like new, $21. AC-2-6266, evenings.

WESTERN HOLLY Stove, $25. AC-3-5251, 5015 Newport.

INLAID LINOLEUM
Latest Designs by ARMSTRONG—Including CORLON
FREE ESTIMATES
SHAW'S FURNITURE
4051 Voltaire St. AC-3-3630

STEER MANURE, 59c per bag on 5 or more sacks.
BAYVIEW NURSERY
4927 Voltaire St. AC-2-8969

TURNER'S SEWING MACHINES New, Used, Repair, Rental
1951 Abbott AC-3-1427

DINING ROOM SET, 6-piece, $20. AC-3-5251, 5015 Newport.

FRIGIDAIRE REFRIGERATOR, $25. AC-3-5251, 5015 Newport.

21" G. E. TV Console. Like new. Call AC-2-9496.

24—Miscellaneous For Sale

3-PC. CHILD'S CHROME SET $14.95
3-PC. CHILD'S FOLDING TABLE & CHAIRS.....11.95
DE LUXE DOLL STROLLERS 8.50
DOLL BUGGIES 6.95
UPHOLSTERED CHILD'S ROCKERS 14.95
PLASTIC TOY CHESTS...14.95
HURRICANE CANDLE LAMPS 3.95
METAL TRASH CANS.....4.89

COMMUNITY FURNITURE CO
4887 Voltaire Street
AC-3-5714

28—Lost & Found

LOST—TOY COLLIE, light reddish blond, pointed ears; wearing tan collar, black and white leash. Answers to "Susie." AC-2-4567 or CO-4-2947.

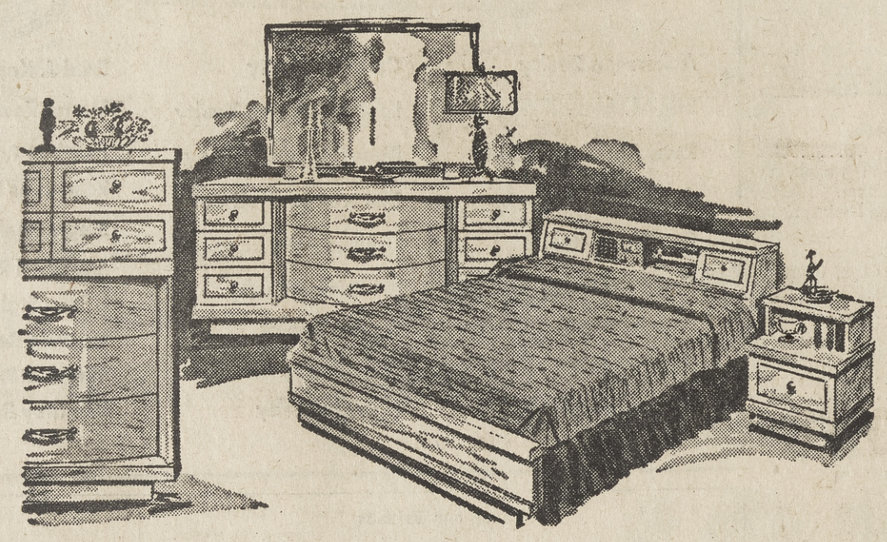
29—Autos For Sale

'49 OLDSMOBILE 4 door, $125, or offer. AC-3-7965.

DON'T MISS NOEL FURNITURE'S . . .

GIANT JANUARY CLEARANCE

Big Trade Allowances! Easy Terms! Big Selection!



BEDROOM GROUPS

WOOLF 5 PC.

Coral-Tone Mahogany Bedroom Set incl. Dresser wtih Mirror, Bookcase Headboard, Chest & 2 Nite stands. All drawers dust proofed and chaneled.

A very high quality set
Reg. 339.95.....NOW **249.00**

Woolf Phillipine Mahogany

4 pc. Bedroom Set including Dresser with Mirror, 2 Twin Size Bookcase Headboard and 1 Nite Stand. Natural Full Grain Mahogany.

Regular 279.95
NOW..... **199.00**

BROYHILL 4 PC.

Bleached Mahogany Bedroom Set, Dresser with Mirror, Bookcase Headboard, 2 Nite stands—Eastern Manufacturing at its best.

Regular 340.00
NOW..... **249.00**

HARMON CHEST

Blond 4 Drawer

Regular 47.95
NOW..... **35.00**

It Takes the "BIG THREE" to Make Real Bedding Values!

★ The RIGHT Price ...
★ The RIGHT Mattress
★ The RIGHT Terms

We Will Allow $25.00

. . . on any box springs and mattress or coil spring and mattress toward the purchase of any Koylon Foam Rubber Box Springs and Mattress, regularly priced at 159.95 per set.

Sale Now Going On!

☆

MANY FLOOR SAMPLES REDUCED TO COST!

☆

Miscellaneous Bargains

Beautiful Foam rubber fireside chair, covered in gold boucle.
Reg. $99.95....Now $59.00

Fiesta gold foam rubber pull-up chair.
Reg. 139.95....Now 79.00

Danna barrell back occasional chair, rose cover, mahogany arms.
Reg. 74.50.....Now 59.00

Trend Manor natural Phillipine Mahogany step and coffee table set. 3 pcs.
Reg. 112.00....Now 75.00

Harbar solid birch desk chest
Reg. 99.95....Now 75.00

Danna No. 854 Barrel back swivel chair, beige cover, slightly soiled.
Reg. 129.95....Now 65.00

Beautifufl Nu-Chrome 5 pc. black metal Dining Room Set Pink chairs—pearl gray table top.
Reg. 134.95....Now 99.00

Virtue Brothers charcoal walnut drop leaf table.
Reg. 79.95.....Now 65.00

Virtue Brothers charcoal walnutnut two shelf buffet and room divider.
Reg. 89.95.....Now 69.00

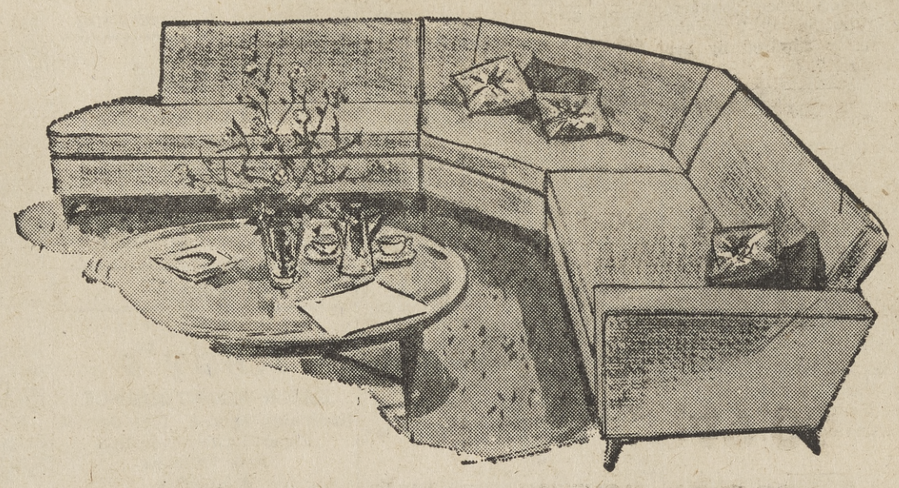
Virtue Brothers mocha walnut dinnig roo mtable, No. 330.
Reg. 89.95.....Now 69.00

☆

Carpet Values

8-6x12 Black & White Apple Valley Tweed Viscose Rug. (open ends)
Reg. 90,00 value, Now 75.00

100% All Wool Grey Firth Rug 14x15 (open ends)
Reg. 260.00....Now 230.00



LIVING ROOM SPECIALS!

KROEHLER 3 pc. Living Room set light gray color.
Reg. 229.95 .....NOW **195.00**

PULLMAN Foam Rubber Curved Sofa—Nutmeg Cover
A truly beautiful piece. Reg. 380.00.....NOW **299.00**

CROWN Brown Tapered Arm Sofa. Solid comfort for a man who likes to stretch out.
Reg. 289.95 .....NOW **220.00**

CROWN Matching Divan and Chair, Seat and Back in pre-formed foam rubber—Imported linen cover in charcoal
A reg. 400.00 value for only..... **250.00**

CROWN Melrose gold foam rubber couch.
Reg. 269.95 .....NOW **195.00**

BELVEDERE Walnut Arm, Brown tilt-back divan & chair.
Reg. 200.00 value .....NOW **149.00**

FIRESIDE MODERN Copper Tone Birch—Foam Rubber Sofa and Matching Chair. Reg. 300.00 value.....NOW **195.00**

COPPERTONE BIRCH 2 pc. Sectional
Reg. 399.95 .....NOW **249.00**

BLOND MAHOGANY — Foam Rubber Divan and Matching Chair Truquoise Cover. Reg. 389.95
NOW.....BOTH PIECES **249.00**

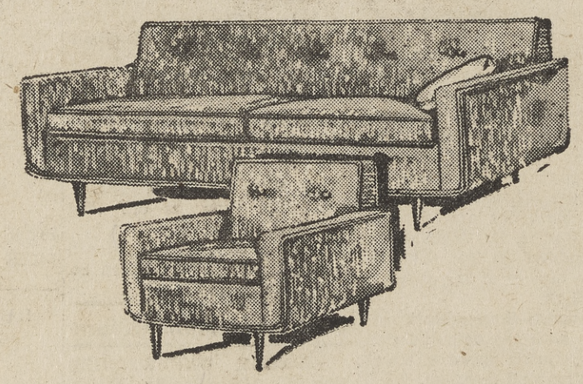
SOLID BIRCH Step and Coffee Tables
Set of three. Reg. 139.95.....NOW **89.00**

BLOND MAHOGANY Step and Coffee Tables

Reg. 139.95

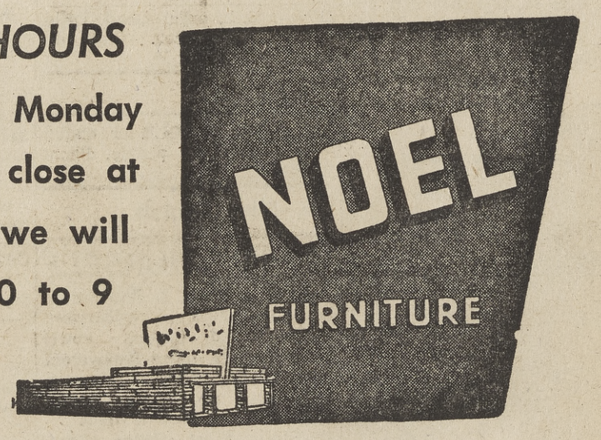
NOW

80.00



NEW STORE HOURS

We are now open Monday at 9:30 a.m. and close at 6 p.m.---Fridays we will remain open 9:30 to 9



NOEL FURNITURE

4836 Newport Avenue, Ocean Beach, AC-3-3163